Motor
Vehicle Sales Authority
of British Columbia

Annual Report 2013

There is more to buying a vehicle...

...than the vehicle

Introduction

The Motor Vehicle Sales Authority of British Columbia (VSA) is a regulatory agency authorized by the provincial government to administer and enforce the Motor Dealer Act and portions of the Business Practices and Consumer Protection Act, as it relates to the sale of personal-use motor vehicles.

As a not-for-profit organization, the VSA is led by an eleven-member Board of Directors of vehicle sales industry representatives, government appointees, and members of the general public.

Incorporated under the Society Act of B.C. in July 2003 as the Motor Dealer Council of British Columbia, the agency operates under a delegation agreement with the provincial government. Under the agreement, the primary responsibility of the VSA is to maintain and enhance consumer protection and public confidence in the motor vehicle sales industry.

Vision

A professional motor vehicle sales industry serving responsible consumers

Mission

Continuing to build a successful motor vehicle sales marketplace through education and compliance

Values

INTEGRITY

RESPECT

TEAMWORK

EXEMPLARY SERVICE

ACCOUNTABILITY

Goals & Strategies

Informed and Educated Marketplace

A marketplace where both the public and motor vehicle industry are informed of their rights and obligations during the purchase and sale of a motor vehicle

- Enhance existing strategies for public awareness, including partnerships with other consumer agencies and the industry
- Increased visibility of the VSA in the marketplace
- Continue existing licensee certification and continuing education programs

Stakeholder Engagement

Maintain confidence in the VSA with all stakeholders

- Engage in projects and initiatives that advance stakeholder confidence in the VSA

Compliant Marketplace

A marketplace where motor vehicle transactions are completed in an open and transparent manner

- Continue to have trained and knowledgeable salespeople
- Implement a continuing education program
- Continue to monitor dealers to ensure compliance

Accountablity and Fairness

Operate the VSA in a fair and fiscally responsible way while fulfilling its mandate

- Effectively manage operating expenses
- Maintain a professional and engaged staff
- Provide exemplary service to licensees and the public

Confidence in the Marketplace

Increase the confidence of the buying public in the regulated vehicle sales marketplace

Message to Minister

Honourable Minister Anton
Minister of Justice
Victoria, British Columbia

On behalf of the Board of Directors, the Registrar and the management and staff of the Motor Vehicle Sales Authority of British Columbia (VSA), it is a privilege for me to present the Annual Report for the year ending March 31, 2013.

Originally established as the Motor Dealer Council of British Columbia, the VSA was formed in 2004 as a delegated administrative authority to regulate the motor dealer industry both legislatively and administratively by:

- Delivering public services for consumers and industry
- Administering and enforcing the Motor Dealer Act and the Business Practices and Consumer Protection Act as it relates to the retail sale of motor vehicles

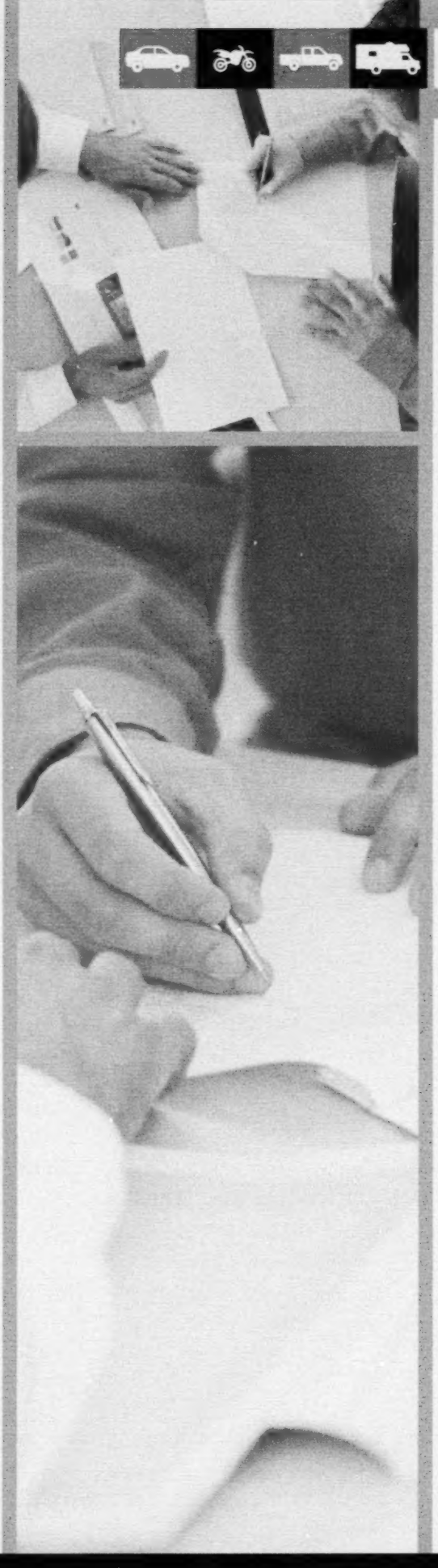
The VSA continues to build a successful motor vehicle sales marketplace through education and compliance, upholding the framework of a professional industry and encouraging responsible consumers.

As a not-for-profit organization, the VSA is led by an eleven-member Board of Directors of vehicle sales industry representatives, government appointees, and members of the general public.

Sincerely,

Graeme Roberts

Chair



Chair's Message

In my message last year, I noted that the Vehicle Sales Authority was at "a significant juncture and turning point." Upon reflection, I could not have described our situation more succinctly.

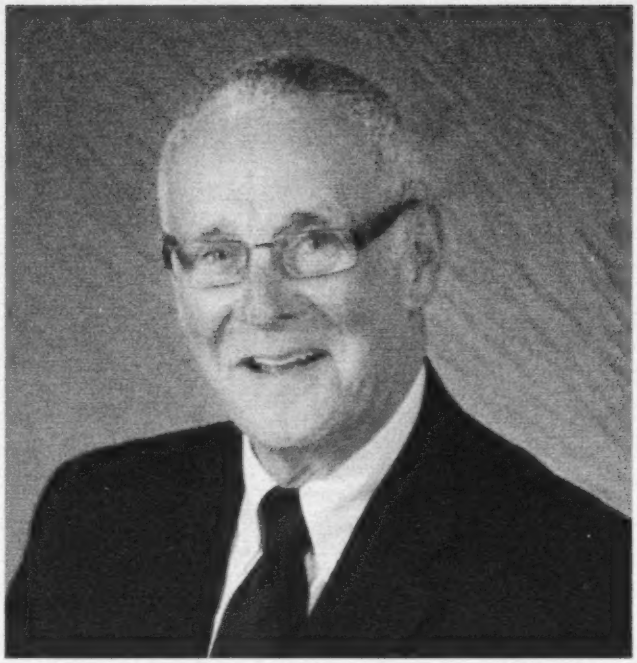
A focus and understanding of key issues and objectives is critical. Such requires leadership, communication, trust and co-operation plus teamwork.

If I were to place emphasis on any one of these factors it would be the significant strengthening of communication that has taken place. This has brought about sounder, more frequent and sustainable interaction with our licensed dealers, salespeople, government, and related agencies.

I made reference to leadership and communication. It was in July of last year that Jay Chambers took up his position as President and CEO. Jay's solid background in marketing, retail, and with government very quickly saw him meeting with many of our stakeholders on their own ground and in their own territories, gathering opinions and information while discussing mutual challenges and objectives. Dealers, ICBC, Consumer Protection BC, government agencies and various associated parties are now on an ongoing VSA agenda of meetings and consultation. This is directly tied to the interests of consumer awareness, consumer protection and the enhancement of the vehicle sales industry's public image.

A diversified Board of Directors, representing the industry, government and the public-at-large have, in the past year, diligently and conscientiously applied a clearer focus, their time, respective skills, knowledge and experience in the spirit and direction which the VSA was originally intended to function. Continuing priorities include identifying and prosecuting those selling vehicles without a licence (curbers) and fair and more equitable VSA funding.

The fiscal year concluded with the retirement from the board of Gord Valente who, over a period of six years has been a valued, experienced and knowledgeable member representing the Automotive Retailers Association (ARA) and the industry as a whole. His voice and pro-active contribution will most certainly be missed. In May, we will be welcoming Nairn McKenna, owner of Company of Cars in Vancouver, to his first board meeting as a newly appointed representative from the ARA.



I wish to offer my gratitude to VSA management and staff and to a dedicated Board of Directors, who have displayed a distinct mark of objectivity and teamwork in continuing to build an industry of integrity and trust for the consumer. The "drive" continues.

Sincerely,

Graeme Roberts

Chair

President's Message

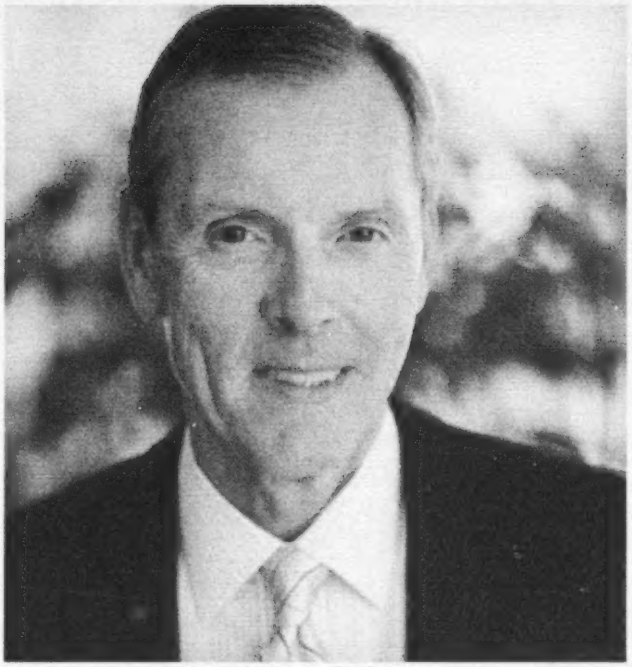
Since joining the Motor Vehicle Sales Authority of British Columbia (VSA) in July 2012, I have had the pleasure of meeting many dedicated people who work in our licensed motor vehicle sales marketplace - both in the dealerships and their representative organizations, and at the VSA.

Shortly after joining the VSA, I clearly understood that our primary goal is to work with the industry to continue to improve the public's confidence in British Columbia's vehicle sales market. To achieve this, our emphasis has been to create a more informed and educated marketplace, where:

1. Both the public and industry members are aware of their rights and obligations during the purchase and sale of a motor vehicle
2. There is stakeholder engagement to ensure confidence in the authority and goals of the VSA
3. Vehicle transactions are completed in an open and transparent manner
4. The VSA is seen operating in a fair and fiscally responsible manner while fulfilling its mandate

I consider these four goals to be pillars that will lead to greater confidence in the industry. However, these four pillars will only be as strong as the stakeholders that support them; that is, the licensed dealers and salespeople, stakeholder associations, and the staff at the VSA.

At our strategic planning session this past October, the VSA Board of Directors and management agreed that the Strategic Plan needed to be more focused on how we measure our performance in achieving our goals. It was agreed that a public confidence survey needed to be conducted. This way, we can measure the progress on how the public's confidence in BC's motor vehicle sales industry is improving.



Ultimately, I firmly believe that the VSA's core functions – including licensing all dealers and salespeople, consumer and industry education, inspections and investigations, and the administration of the Motor Dealer Customer Compensation Fund - are positioned to take the confidence in British Columbia's licensed motor vehicle sales marketplace to an even higher level.

Sincerely,

Jay Chambers
President

Licensing

Fiscal year 2013 brought only minor changes to the Licensing Department. The number of both dealer and salesperson licences and applications remained quite stable. However, the licensing staff continued to streamline processes as a way to further enhance the high level of customer service the vehicle sales industry has come to expect.

The trend of increased dealer group consolidations continues. As a result, the Licensing Department has worked diligently to expedite these consolidations and changes in ownership, while completing the necessary due diligence.

A revised dealer consignment policy was introduced to provide more oversight for dealers that choose to apply for the additional privilege of selling motor vehicles still owned by consumers and not taken into inventory. The updated policy includes more frequent inspections by the VSA and additional consignment documentation requirements at time of renewal.

Representatives from the New Car Dealers Associations (NCDA), Recreation Vehicle Dealers Associations (RVDA), and the Automotive Retailers Association (ARA) continued to contact the Manager of Licensing regarding issues affecting their association members. This ongoing communication allowed the three associations to better assist their members with licensing concerns. It also provided invaluable insights into the impact of VSA licensing policies and procedures. These insights allowed the identification of ways to improve service delivery while still meeting the regulatory mandate of the agency.

Licensing Activity

Fiscal Year	2013	2012	2011
New dealer applications	104	73	93
Dealer licences at year end	1420	1445	1474
New salespersons applications	1238	1157	1308
Salesperson licences at year end	6744	6774	6776

Professional Development

2013 Course Activity

Fiscal Year	2013	2012
Number of Classes		
Level I	50	52
Level II	39	45
Participants		
Level I	1150	1097
Level II	871	1022

2013 Course Evaluations

Fiscal Year	Level I Classroom	Level I Webinar	Level II Classroom
Very Good	66.6%	51.0%	51.9%
Good	28.5%	41.0%	38.1%
Average	3.9%	6.0%	9.3%
Below Average	0.5%	1.0%	0.4%
Poor	0.5%	0.0%	0.4%

The VSA believes that education is the primary strategy for reaching compliance. To meet this goal, VSA certification courses provide a comprehensive foundation in relevant legislation and its application in day-to-day situations. The current year once again saw only minor content updates to Level I and Level II Salesperson Certification Courses. Both courses are experience-based, using 23,000 consumer enquiries and 5,000 investigations as a resource.

The courses provide valuable interaction for the VSA with both new and experienced members of the industry. Whenever possible, the President, Registrar and regional compliance officers join our three experienced facilitators during the course offerings to enhance discussion.

The Level I webinar format continued to receive positive evaluations as it successfully served participants from outside the Lower Mainland and the Greater Victoria region. With 15 sessions this year, it will serve as a model for future course offerings.

The Level II curriculum is grounded in best practices acquired from real world examples, including strategies to limit dealership risk and enhance professional conduct. Eighteen of thirty-nine sessions were held outside of the Lower Mainland, from Campbell River to Cranbrook and Victoria to Prince George. These regional classes provide an important opportunity to meet face-to-face with industry veterans and for the Registrar to answer questions unique to the area.

Consumer Services

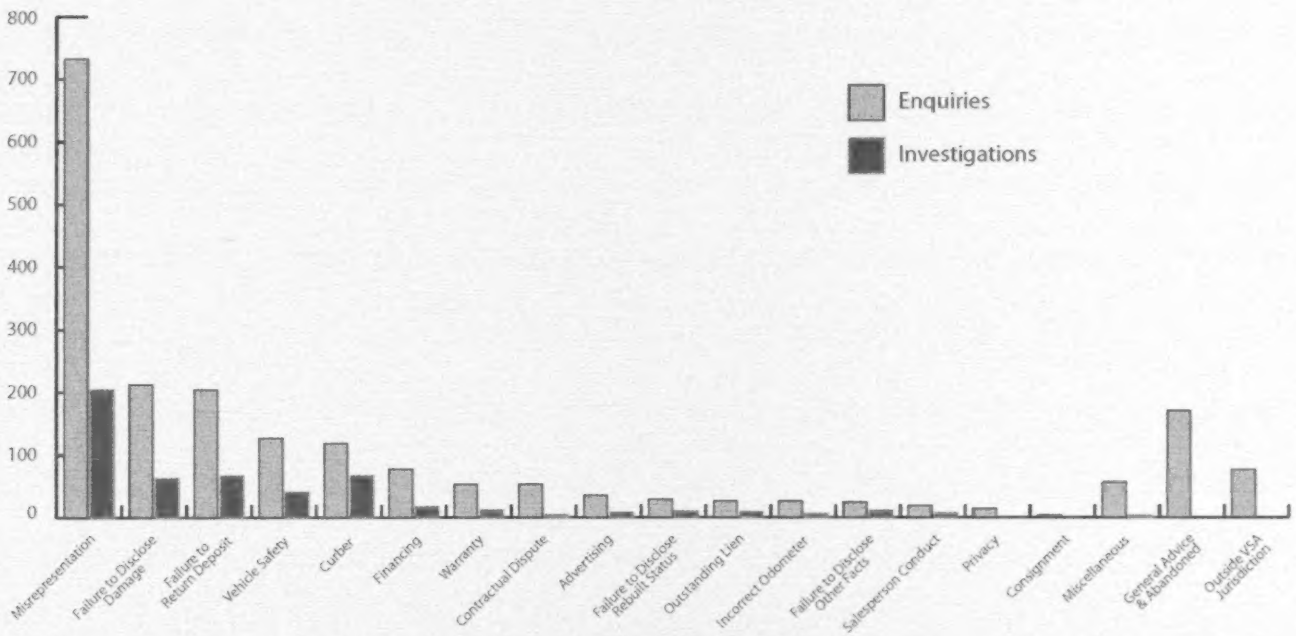
Consumer Services played an important role in receiving and responding to public enquiries and consumer complaints regarding various aspects of the motor vehicle sales industry in BC. The VSA complaint handling process is designed to meet the requirements of administrative fairness and natural justice.

In 2012-2013, the Consumer Services team dealt with 2057 enquiries. The top reasons for consumers contacting the VSA remain allegations of loss caused by various misrepresentations. Consumer Services Officers conduct a professional preliminary assessment for initial eligibility and grounds for investigation, communicate with both parties, and encourage dispute resolution between consumers and motor dealers.

While the volume of initial enquiries is quite high, not all enquiries warrant investigation. Effective case management works to the benefit of all parties involved in a complaint, ensuring timely communication of options and outcomes.

Engaging consumers to act responsibly as they participate in the motor vehicle marketplace remains an ongoing focus of the team.

2012 - 2013 Enquiries & Consumer Initiated Investigations



Motor Dealer Customer Compensation Fund

Compensation Fund Activity

Fiscal Year	2013	2012	2011
Claims adjudicated	32	26	64
Claims approved	17	12	42
Amount paid out	$78,000	$102,000	$246,000
By type of transaction			
Vehicle purchase	31	23	33
Consignment	0	0	10
Warranty / service plan	1	3	21
Vehicle Type			
Auto	31	21	62
RV	0	0	2
Motorcycle	1	5	0
Dealer Status			
In business	1	1	10
Not in business	31	25	54

The Motor Dealer Customer Compensation Fund reimburses consumers for eligible financial losses related to the purchase or lease of a motor vehicle, purchase of an extended warranty or service plan, or the consignment of a motor vehicle. The loss must occur in a transaction with a licensed motor dealer, particularly in circumstances where the dealer is no longer in business.

The fund comes from contributions made by all licensed dealers in British Columbia and is administered by the VSA. As of March 31, 2013, the balance was approximately $1.2 million. The Registrar is currently completing a risk assessment to ensure that the fund always has adequate reserves.

During fiscal year, the VSA received 32 claims, seven of which did not meet the eligibility requirements. The Motor Dealer Customer Compensation Fund Board, an independent administrative tribunal, adjudicated 25 current claims and seven from the prior year. The board approved 17 claims that resulted in $78,000 being paid to consumers.

The board also continued to streamline its processes to improve service standards for both consumers and motor dealers. One significant change was a transition to claims adjudication via video conferencing, thereby reducing administrative costs and speeding claims settlement.

Compliance

This past year saw the compliance team carry out an increased number of complex investigations as economic changes put pressure on the industry to meet the challenging needs of the public. A rise in public awareness and consumer education has had both dealers and consumers initiate discussions with the VSA regarding the rules and regulations that govern the industry. This interaction is beneficial in keeping the industry compliant and decreasing the need for formal action.

Department restructuring allowed the appointment of two Compliance Support Officers to support the remaining compliance team in areas where research and investigation development are required. They act as a second party in investigations where two or more team members are needed. This team approach enables speedier closing of investigations and a fully informed resolution.

An enhanced inspection program was brought into place this past year, which helped the compliance team successfully eliminate an inspection backlog. The modified inspection program was well received by the industry and strengthened the relationship between dealers and the compliance staff.

The compliance team was also part of several joint investigations due to developing relationships with a variety of agencies. These agencies now call upon the VSA more frequently to make presentations at educational and training seminars.

Curbers (unlicensed dealers) remained a priority. The VSA increased proactive curber enforcement and verifed curbers are now posted on the VSA website. Dealers are also doing their part by refusing to sell vehicles to curbers. The approach taken brought unlicensed salespeople and dealers back into the industry and into compliance. The VSA continues to work with provincial agencies, municipalities, service groups, and the Canada Revenue Agency to fight curbing.

Compliance Activity

Fiscal Year	2013	2012	2011
Consumer Enquiries	2057	1791	2096
Investigations Investigated			
Consumer Initiated	534	326	318
VSA Initated	238	345	282
Investigation Outcomes			
Compliance Outcome	70	117	135
Consumer Restitution	$1.1 million	$0.7 million	$0.7 million

Access to Information

The VSA is a public body under the Freedom of Information and Protection of Privacy Act (FIPPA). It must be responsive to requests for access to records it holds. In fiscal year 2012-2013, the VSA processed eight requests for access to records. The requesting parties varied and included other licensing bodies, government, motor dealers and complainants. The VSA has never been investigated by the British Columbia Privacy Commissioner.

The past year saw significant amendments to FIPPA. One crucial amendment added the requirement of proactive disclosure of information or records of importance to the public. The VSA has met this ideal of proactive disclosure by posting, on its website:

1) Licensee information in a searchable online registry
2) Decisions of the Registrar regarding discipline and consumer remedies
3) Undertakings entered into with motor dealers and salespeople
4) Violation tickets issued
5) Court action taken by the Registrar
6) Annual reports, strategic business plans and audited financial statements
7) VSA and Motor Dealer Customer Compensation Fund Board members
8) Organizational structure and complaint procedures
9) Advisory Committee terms of reference, membership and minutes
10) Oversight reviews conducted by the Ministry
11) Surveys and reports about the current state of the industry

In addition, VSA policies dealing with consumer services, licensing, compliance and investigations and hearings will be available online in the coming months. The VSA will also continue to identify categories of records that may be proactively disclosed in order to meet the ideal of open and transparent government operations.

Ombudsperson

The decisions made by the VSA are reviewable by the provincial Ombudsperson. The Ombudsperson reviews decisions to ensure a fair process was followed, including clarity and transparency in arriving at those decisions. No complaint to the Ombudsperson was found to be substantiated again this year.

Ombudsperson Activity

Fiscal Year	2013	2012	2011
Requests for Information	4	9	21
Complaints Investigated			
Unsubstantiated	2	1	2
Substantiated	0	0	0
Settled	2	0	0
Complaints Not Investigated			
Ended no benefit to continue	1	1	1
Abandoned	0	0	0
Withdrawn	1	0	0
Information provided	2	0	1

Communications

Communications Activity

Fiscal Year	2013	2012	2011
Dealer Communications			
Bulletins	12	6	14
Alerts	12	8	2
Website Statistics*			
Unique visitors per month	7,250	-	-
Page views per month	27,500	-	-
What's New & Tip of the Week	3.8%	-	-

*Design change made annual comparison impossible

This year the VSA expanded its communication efforts to share a greater variety of information with the motor vehicle industry and its consumers. Significant revisions to the VSA website were made to improve content, visibility and usage. The redesigned and simplified website saw the addition of two new features that are updated on a weekly basis. Available through a RSS feed (Really Simple Syndication), the features can be sent to the email of a subscriber. While both features have broad appeal, the What's New has an industry focus and the Tip of the Week is more consumer oriented. A number of other useful tools to aid consumers were also added, including search tools to identify local unlicensed dealers (curbers), and potentially fraudulent online sellers.

VSA Dealer Bulletins, the primary source for important regulatory updates, were sent out on a much more frequent basis this year. Dealer alerts were actively used for time-sensitive news.

The VSA also took time to foster relations with other consumer-focused organizations in British Columbia. A number of joint releases were produced this year, including the Better Business Bureau's Top Ten Scams, which featured curbers as the Top Sales Scam of the year. The VSA also participated in the first annual Consumer Awareness Week with Consumer Protection BC.

To reach a wide range of consumers and promote awareness and education, the VSA once again participated in the Vancouver International Auto Show. Added this year were presentations in English, Mandarin, Cantonese, and Punjabi to effectively communicate with consumers who have English as a second language.

Finance and Administration

The audited financial statements report a $157,000 operating surplus – a modest increase over the expected surplus of $7,800.

Licensing revenue remained stable, in line with budget predictions and the prior year. Course revenue was 4.4% below budget as a result of lower than projected Level II course offerings. Overall revenue for the year is $4.7 million, 1.6% above budget, but 1.0% lower than the prior year due to the reduced course revenue.

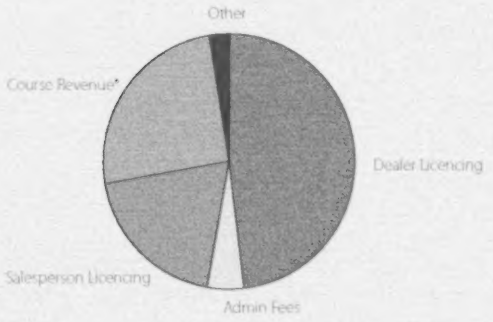
Total expenses for the year were at $4.5 million, 1.7% lower than budgeted. Two areas of significant savings were:

- Consulting fees – $100,000 savings created by the use of internal staff and consultants with more competitive rates
- Office and general – $61,000 savings from a green printing initiative and additional cost controls.

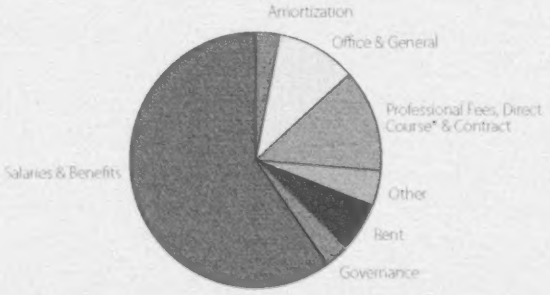
Capital expenditures during the year amounted to $270,000, of which $173,000 pertains to the development and implementation of a new core database. Approved in the prior year, the project reached 40% completion at year end. The remaining capital expenditures were incurred to support VSA operations and technology.

The 2012-2013 Audited Financial Statements are the second annual statements completed by MNP LLP, and the first completed under not-profit-organizations (NPO) accounting standards. Regular consultation between the VSA board, staff, and auditors created a high level of confidence in the VSA financial reports and general operations.

2012-2013 Audited Revenue



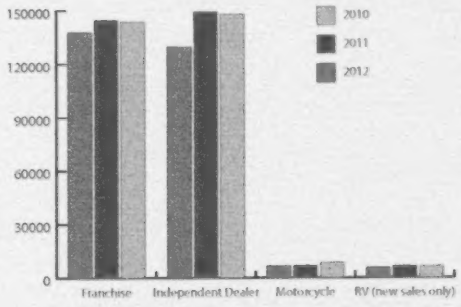
2012-2013 Audited Expense



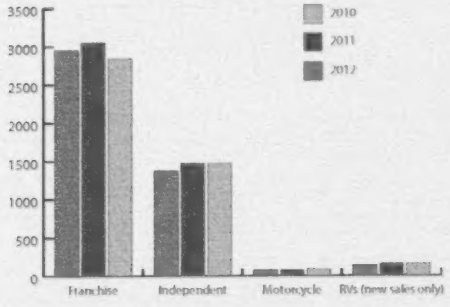
Note: While audited course revenue includes all income, audited course expenses represent only direct program costs. Combined direct and indirect course expenses total $801,000; income was $896,000.

Industry Sales Data

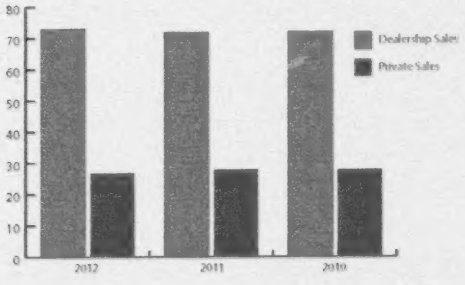
Personal Use Vehicle Sales by Dealer Type
% of Sales in Units 2010 - 2012



Personal Use Vehicle Sales by Dealer Type
% of Sales in Dollars 2010 - 2012



Dealership and Private Sales
% of Sales in Units 2010 - 2012

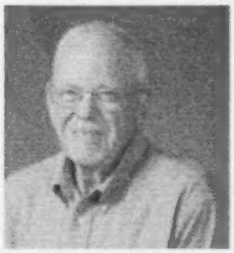


	Sales in Units		
Calendar Year	**2012**	**2011**	**2010**
Personal Use New Vehicles	137,285	121,799	121,629
Used Vehicles by Franchise Dealer	137,800	144,672	143,810
Used Vehicles by Independent Dealer	129,694	149,193	148,168
Used Vehicles by Private Sales	154,011	167,277	165,600
Motorcycles	6,911	7,112	8,792
New RVs	5,779	6,721	6,605
Total Personal Use Sales	571,480	596,774	594,604
	Sales in Dollars (000,000)		
Calendar Year	**2012**	**2011**	**2010**
Personal Use New Vehicles	$4,276	$3,753	$3,741
Used Vehicles by Franchise Dealer	$2,955	$3,053	$2,846
Used Vehicles by Independent Dealer	$1,376	$1,479	$1,474
Used Vehicles by Private Sales	$879	$829	$824
Motorcycles	$76	$79	$95
New RVs	$140	$161	$156
Total Personal Use Sales	$9,702	$9,354	$9,136

Board Members

Jack Bell

Recreation Vehicle Dealers Association
Williams Lake



Jack Bell, who served for 25 years on the Board of Directors of the Recreation Vehicle Dealers Association of British Columbia (RVDA), was awarded the national industry's greatest honour, The Walter Paseska Canadian RV Dealer of the Year in 2004. ... grew up on a Saskatchewan f... before moving to Williams Lake in 1966. After several years working in auto parts, collision and auto glass services, he started selling Recreation Vehicles in 1976. This eventually became Chemo RV - a new dealership in Williams Lake in 1981 and a Quesnel branch which opened in 1988. Now semi-retired, he's engaged in moving the Williams Lake operations to new and enlarged facilities at nearby 150 Mile House. Chemo RV is active in sponsoring numerous events throughout the BC Cariboo region, including the famous Williams Lake Stampede, Billy Barker Days in Quesnel, Canada Day music festivals, fishing derbies, four major golf tournaments in the Cariboo and fundraisers for the less fortunate. Chemo RV has donated to the building funds of the civic sports complex in Williams Lake and to the new arena complex in 100 Mile House. Jack and his wife Leslie have a daughter, Heather and a son, Jason, who now runs the business.

William G. Bullis

Public-at-Large
Victoria

During a 15-year tenure as President and Chief Executive Officer of the British Columbia Automobile Association, Bill Bullis established a new era for the 775,000-member organization. He was instrumental in the evolution of sophisticated governance, dynamic business practices and enhanced member services. In 1995, he brought to the BCAA a vast business background: a former Executive Vice-President of CUC Broadcasting, a diversified telecommunications company with operations in Canada and the UK; various executive positions within the Pillsbury Company, including President of Burger King Canada; and Vice-President, Operations, for the St. Lawrence Sugar Company. He has a Bachelor of Science degree from Whitworth University in Spokane, Washington and subsequently completed the Advanced Management Program at Harvard University. Bill has served or serves on several boards; Canlan Ice Sports (TSX:ICE), Saanich Police Board, Royal Canadian Marine Search and Rescue. Oceans Blue Foundation; Science World; the BCIT Foundation and the Burnaby Board of Trade (chair). He is married with two children and cites his activities as family, boating, golf, music and reading."

Al Cameron

Automobile Retailers Association
Parksville

Al Cameron, is the owner and operator of Bluenose Motor Company in beautiful Parksville, Vancouver Island. Al represents the Automobile Retailers Association of BC (ARA) on the VSA Board of Directors. He is also the Chair of the Licensed Motor Dealer Division of the ARA. In 2003, Al established Bluenose Motor Co. to offer sales, financing, mechanical repair, detailing and body shop services. The Parksville & District Chamber of Commerce voted Bluenose Motor Co. Small Business of the Year in 2007. Al moved from Nova Scotia in 1995 and started in the industry with the Jim Pattison Group in Victoria. He is a member of the Parksville A.M. Rotary and a supporter of local community organizations, including the Parkville & District Chamber of Commerce, the SPCA and Project Literacy.

John A. Chesman

Secretary-Treasurer
New Car Dealers Association
Vancouver

John Chesman is a Past Chairman of the New Car Dealers Association of British Columbia and is the current Vice Chairman of that Association. His introduction to the motor dealer industry was with the Jim Pattison Group as Vice-President of the Automobile Division. He subsequently was General Manager of MCL Motor Cars from which he retired after 21 years. He has served on the Board of Directors for many charitable and volunteer institutions. He is married (48 years) with two sons and five grandchildren.

Rebecca Darnell

Government Appointee
Langley

Rebecca Darnell graduated from UBC Faculty of Law in 1994 and was called to the Bar in British Columbia in May of 1995. She articled with the Ministry of Attorney General in Victoria, BC, during which time she represented the Crown in civil, criminal and administrative proceedings throughout British Columbia and also did a rotation at Legislative Council where she observed and assisted in drafting new and amended legislation. On completing the articling term, Rebecca immediately opened a firm in Langley. That firm has now grown to five lawyers and eight full time staff with a broad practice focus including both solicitor and barrister work. She is very active in her profession and the community. Rebecca was President of the Langley Community Services Society from 2001 to 2008; a Past-President of the Fraser Valley Bar Association; an elected Member of the Canadian Bar Association Provincial Council since 2008; and a Life Member of the Women's Legal Education and Action Fund. She has a special interest in board governance and legislative reform. Rebecca has been a member of the Board of Governors of Kwantlen Polytechnic University from 2004 until 2010; a Board member of the College of Massage Therapists of British Columbia since 2009, a Rotarian since 1995 and a proud supporter of Junior A hockey in Langley.

Michael Faulkner

Vice Chair, Public-at-Large
Victoria

Michael Faulkner is a senior administrator with over 40 years of public service in the fields of finance, secondary and postsecondary education. He was the Corporate Secretary and Senior Financial Officer for Alberta Treasury from 1981 to 1998; a period of significant challenge and change in that province's history. More recently, he was Vice President of Alberta College in Edmonton during its merger with larger post-secondary institutions and then Vice President of Fairview College in Northern Alberta as it merged with the Northern Alberta Institute of Technology. Michael has served on numerous Alberta Government councils and regulatory authorities during his working career. Since retirement in 2004, he has served on Alberta's degree accreditation council, at its inception, and was a Public Member on the board of the Alberta College of Pharmacists. He is an avid and accomplished cyclist and now makes his home in the City of Victoria.

Moray Blair Keith

New Car Dealers Association

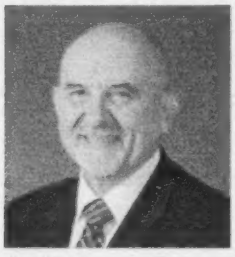
Delta

Moray Keith is the President of the Dueck Auto Group – three General Motors Dealerships of which Dueck Chevrolet Buick Cadillac GMC Limited is the largest in Canada, along with Dueck Downtown and Dueck Richmond. He is a member of the New Car Dealers of BC Board of Directors and serves on General Motors Regional and National Marketing Advisory Boards. Moray also serves as a Director of a number of organizations, including the BC Lottery Corporation, the Richmond Oval Corporation, the Vancouver Board of Trade, and as Chairman of the Delta Police Foundation. He is a Director of the BC Football Hall of Fame and a Founding Member of the BC Lions Waterboys. He was the Chairman of the 2011 Grey Cup Festival in Vancouver and is President of the Chiefs Development Group, which built and opened the Prospera Centre Arena in Chilliwack and the Langley Events Centre. His most recent project, The Moose Jaw Multiplex in Moose Jaw, SK, opened in September of 2011. Moray is a Co- Owner of the Chilliwack Chiefs BCHL Hockey Club and the proud recipient of the 2010 JCC Sports Personality of the Year Award.

Don Nixdorf, DC

Government Appointee

New Westminster



Dr. Don Nixdorf has been among Canada's most prominent health professionals for more than a generation, a member of national and provincial agencies and a participant in many studies and Commissions. A Vancouver native and graduate of the Palmer College of Chiropractic in Davenport, Iowa, he has been Executive-Director of the British Columbia Chiropractic Association and the College of Chiropractors of B.C. since 1985. He is also a veteran of countless encounters in all forms of media on behalf of his profession, including his own open-line radio health program, and the co-author of the 2005 book Squandering Billions, which analyzed health spending in Canada. Don's work keeps him in frequent contact with health ministers, other professionals, media, insurance companies and community organizations. He currently serves as a medical member on the federal government's Disability Pension Review Tribunal. He and his wife Carol reside in New Westminster.

Graeme Roberts

Chair, Public-at-Large

Victoria

A former Mayor of Nanaimo and among the city's prominent business personalities for more than a generation, Graeme Roberts has served in senior executive and Board of Directors positions for a succession of public and private sector entities, local, regional and national. He served seven years as Chairman of the British Columbia Public Service Commission and twenty years on the Board of Air Canada Jazz and its predecessor, Jimmy Pattison's, Air BC. He is a founding member of the Board of Directors, B.C. Ferry Corporation. Graeme is Vice-Chair of the Board of Directors of the Victoria Airport Authority and has more recently been appointed by the Law Society of British Columbia as a Lay Bencher. His business background includes the ownership of Toyota, Honda, BMW and Mercedes dealerships in Nanaimo. He is past-president of what is now the New Car Dealers Association of B.C. Among his private passions has been 25 years of volunteer work in amateur sport for youth, seniors and people with disabilities through the B.C. Games Society. In this cause he has attended close to 60 Games in more than 40 B.C. communities. Graeme and artist wife Kathryn Amisson reside at Brentwood Bay near Victoria.

Michael Stevulak

New Car Dealers Association

Victoria

Michael Stevulak has been involved in the automotive industry in Victoria for over 25 years and is currently the President and co-owner of Pacific Mazda. Michael has been involved in a number of other business interests and has taught and developed courses in finance and information technology for the University of Victoria and Royal Roads University. He is currently very active in projects involving new media and automotive dealers. Prior to these ventures, Michael was the Manager of Budgets, Cost Control and Regulatory Affairs for B.C. Gas in Vancouver. Michael was nominated for the Canadian Business Entrepreneur of the Year Awards in 1994. Michael knows the management issues of businesses, large and small, and not-for-profit organizations. Michael is the immediate Past-Chairman of the Board of the New Car Dealers Association of B.C. and he also serves on the Canadian Auto Dealer Association (CADA) national board.

Gord Valente

Automobile Retailers Association

West Vancouver

Gord Valente, proprietor of North Vancouver's Auto Depot Ltd. is Past-President and Chair of the Automotive Retailers Association (ARA) and the Licensed Motor Dealers Division. A Montreal native who grew-up in New Brunswick, he moved West and completed his formal education at Vancouver College and the British Columbia Institute of Technology. Gord spent 20 years in the new car business working with prestigious names such as Wolfe and Carter, including several years as dealer Principal of Carter Dodge Chrysler in Burnaby. Carter Dodge attained the third highest sales volume level of all Dodge-Chrysler dealerships in Canada; at that time. Gord was owner-operator of Westminster Chev-Geo-Oldsmobile Ltd. from 1992-1997, the dealership was then sold to General Motors. Auto Depot Ltd. was founded in New Westminster, B.C. in 1997, specializing in the sale & lease of pre-owned import vehicles. In 2004, the dealership was relocated to West Vancouver, B.C. and continues to operate on the North Shore. During his many years in the Royal City, Gord Valente became active in numerous community pursuits, including directorships in the Westminster Club and the Senior Salmonbellies Lacrosse Club and remains an Officer of the St. John Ambulance Society. Gord continues to serve on the Board of the ARA and represents his fellow dealers as a Director on the Board of the Licensed Motor Dealer Division, an Industry Stakeholder.

MANAGEMENT

Jay Chambers

President & CEO

Jay Chambers joined the VSA in July 2012. Prior to arriving at the VSA, Jay was at the British Columbia Liquor Distribution Branch, where he was the General Manager for 17 years.

Ian Christman

Registrar & Privacy Officer

Ian Christman started with the VSA as Deputy Registrar in early 2008, becoming Registrar on March 1, 2012. Before arriving at the VSA, Ian was with the law firm of Macaulay McColl in Vancouver.

Ellen Laoha

Director of Finance and Operations

Ellen Laoha has been a Certified General Accountant since 1995 and has more than 20 years senior level management experience. Also trained as a lawyer in her native Thailand, Ellen joined the VSA in March 2012.

Doug Longhurst

Director of Learning and Communications

Doug Longhurst has more than 30 years of planning and management experience in university, non-profit housing, family business and public service environments. He joined the VSA in October 2006.

Daryl Dunn

Manager of Compliance and Investigations

Daryl Dunn has had an extensive career with the RCMP, the ICBC Special Investigation Unit and the private sector as a partner in an investigations company. Daryl joined the VSA in 2010 and still regularly lectures on vehicle identification.

Anna Gershkovich

Manager of Consumer Services

Anna Gershkovich joined the VSA in 2007 as the Administrator of the Motor Dealer Customer Compensation Fund and promoted to her current position in March 2009. Anna has an extensive experience as a translator/interpreter and legal assistant in Russia, US and Canada.

Hong Wong

Manager of Licensing

Following extensive professional experience as a food and beverage manager, and as a motor vehicle salesperson, Hong Wong joined the VSA team in August 2006. Hong was promoted to his current position in 2007.

Motor Vehicle Sales Authority of BC

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